

Message Text

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43

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UNCLAS BUCHAREST 0327

USIA FOR ICS/E, IEU

E.O. 11652: N/A

TAGS: SCUL RO

SUBJECT: EXHIBITS FOR ROMANIA

REF: BUCHAREST 0295

1. PERHAPS IT WOULD BE USEFUL TO GIVE SOME FURTHER BACKGROUND REGARDING OUR DESIRES FOR THE ROMANIAN EXHIBITS PROGRAM IN THE COMING MONTHS. THOUGH IN REFTEL WE EMPHASIZED OUR NEED TO KNOW WHETHER "AGRICULTURE" WILL BE AVAILABLE FOR PROVINCIAL SHOWINGS MINUS ITS COMMERCE COMPONENT, WE PERHAPS FAILED TO INDICATE STRONGLY ENOUGH THAT WE WOULD LIKE IT TO BE AVAILABLE FOR EXHIBITIONS OUTSIDE OF BUCHAREST. GIVEN THE INCREASING IMPORTANCE OF AGRICULTURE IN ROMANIA AT THIS TIME, WE FEEL IT WOULD BE IN OUR INTEREST TO SHOW OUR EXHIBIT ON THIS THEME IN CITIES OTHER THAN BUCHAREST. WHILE IT IS TRUE THAT MOST IF NOT ALL COMMERCIAL ADVANTAGE COULD BE DERIVED FROM A BUCHAREST SHOWING ALONE, WE ARE CONVINCED THAT WE WOULD ONLY STAND TO GAIN FROM DISPLAYING OUR AGRICULTURAL TECHNOLOGY IN TWO OR THREE PROVINCIAL AREAS WHERE AGRICULTURE IS PARTICULARLY IMPORTANT. ALSO, GIVEN THE TIGHTENING POLITICAL ATMOSPHERE IN ROMANIA, WE FEEL IT WOULD BE USEFUL TO SHOW BOTH "AGRICULTURE" AND "REFLECTIONS" IN THE PROVINCES, THEREBY BRINGING BEFORE A LARGER AND "HUNGRIER" AUDIENCE THE IDEAS AND INFORMATION WE SEEK TO CONVEY IN BOTH

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EXHIBITS.

2. ANOTHER TACK HAS OCCURRED TO US CONCERNING WHICH EXHIBIT WE NOMINATE UNDER III(10) OF THE AGREEMENT. AS THE AGENCY IS AWARE, THE AGREEMENT STIPULATES THAT "THE PARTIES AGREE TO EXCHANGE ANNUALLY AN AVERAGE OF ONE OFFICIAL EXHIBIT." UNDER THIS WORDING, SO LONG AS WE PRESENT NO OTHER EXHIBIT IN 1977 WE COULD NOMINATE BOTH "AGRICULTURE" AND "REFLECTIONS" UNDER ICO(10). AS FAR AS WE KNOW, THE ONLY OTHER MAJOR EXHIBIT BEING CONTEMPLATED FOR ROMANIA IN THE NEXT COUPLE OF YEARS IS "TAH." IF WE COULD HOLD OFF ITS EXHIBITION UNTIL 1978, WE THEN COULD REDUCE THE COSTS TO THE USG FOR ALL MAJOR EXHIBITS CURRENTLY BEING CONSIDERED FOR ROMANIA. ALTERNATIVELY, WE COULD BEAR THE COSTS OURSELVES FOR THE EXTRA 76 EXHIBIT OUT OF SIE FUNDS AND HAVE TAH IN 77.

BARNES

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